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CONSUMER TIME R-161

KEEP WARM THIS WINTER

NETWORK: NBC

DATE: September 18, 1943

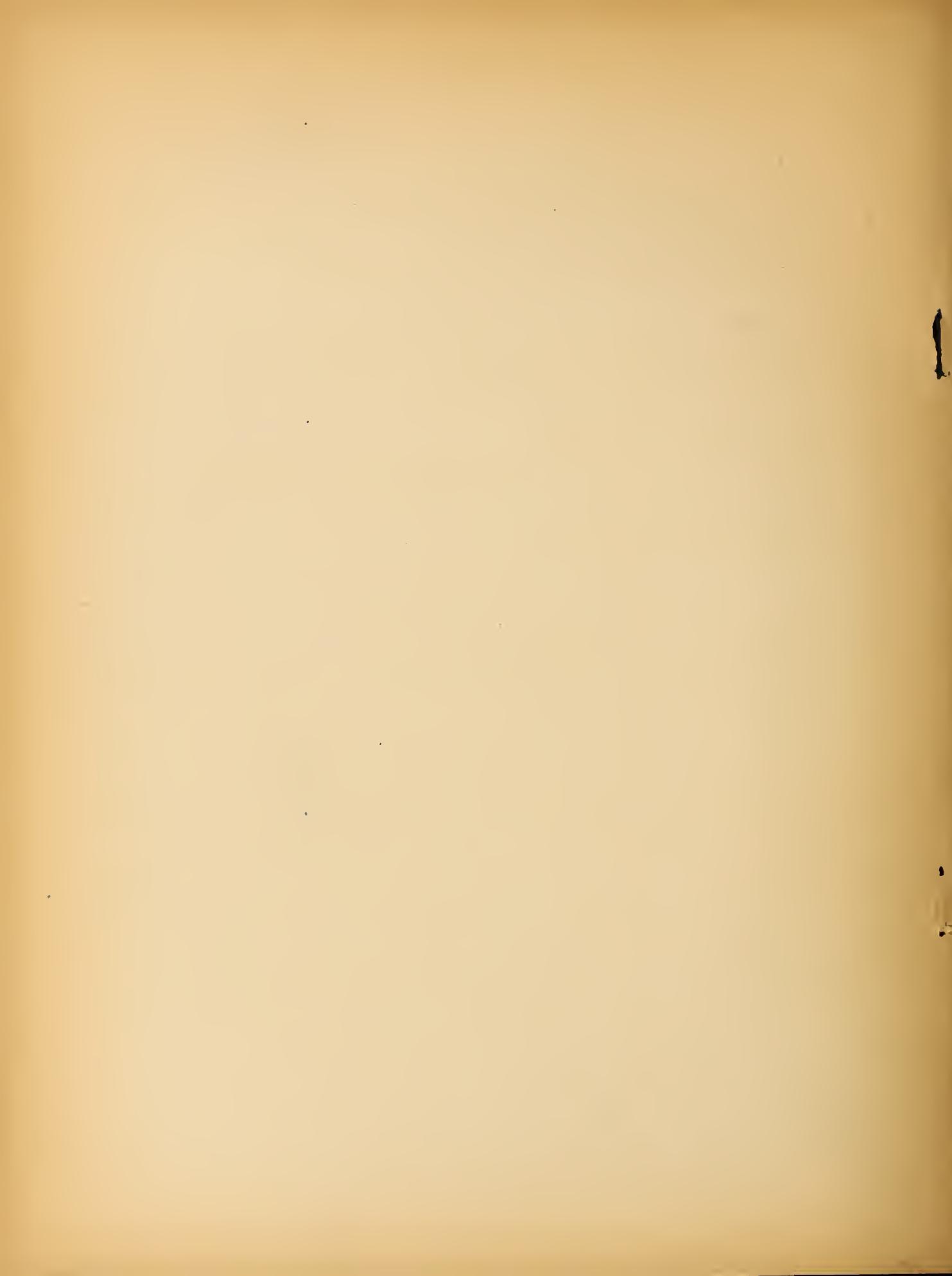
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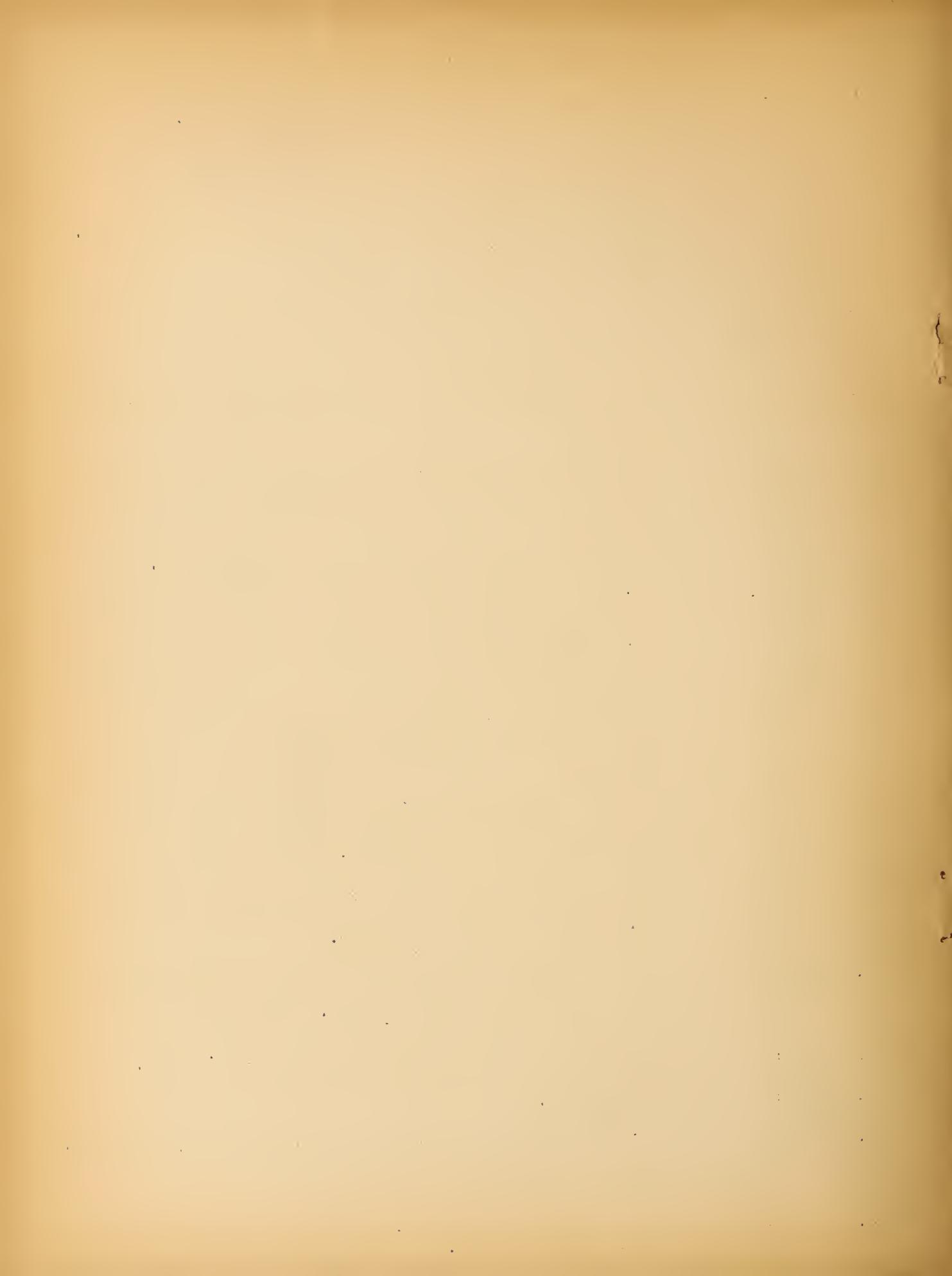
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1. SOUND: CASH REGISTER RINGS TWICE...MONEY IN TILL.
2. MAN: This is CONSUMER TIME.
3. SOUND: CASH REGISTER
4. WOMAN: That's your money buying a living in wartime.
5. SOUND: CASH REGISTER
6. MAN: That's your money buying food.
7. WOMAN: It's your money buying clothes.
8. SOUND: CASH REGISTER...CLOSE DRAWER.
9. JOHN: Yes, this is CONSUMER TIME, bringing you today some of those workable, proven ideas which will help keep your home warmer this coming winter--with less fuel. This is a matter not only of economy--but of health and of helping to win the war. Mr. Abe Fortas, Under-Secretary of the Interior, will have something to say later on in this program about how important fuel saving is. Now, however, I'll try to make amends to Mrs. Evelyn Freyman because I failed to ask her last week about her vacation. Mrs. Freyman, you look as fit as a fiddle.
10. FREYMAN: Thank you, Johnny. It was a grand vacation.
11. JOHN: Did you see your old friends, Jack and Alice Benson?



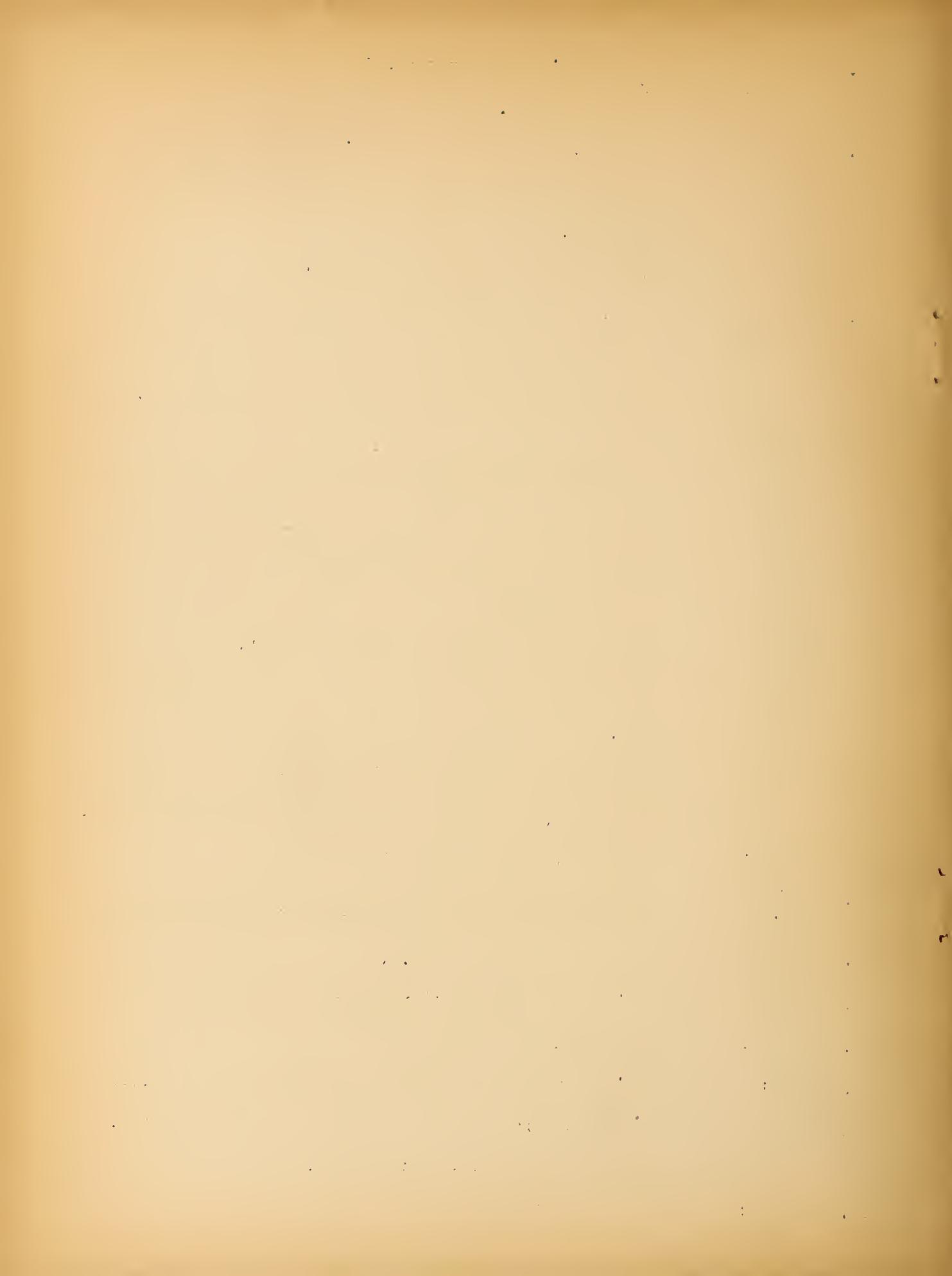
12. FREYMAN: Indeed I did--and they were a mighty busy family when I visited them one afternoon. You remember that last winter was a cold one, don't you?
13. JOHN: I certainly do.
14. FREYMAN: Well, the Bensons remember too. It seems that in their house, last winter, (FADE) nearly everything you could think of....
15. ALICE: (SHE HAS A COLD) Jack...oh Jack....
16. JACK: (AWAY IN CELLER. HE HAS A COLD TOO) Yes, Alice. Coming right up.
17. ALICE: Are you in that cellar again?
18. JACK: (STILL AWAY, BUT CLOSER) I practically live there.
19. ALICE: Do you think you can....
20. JACK: (COMING UP) Can I coax more heat from our furnace?
21. ALICE: Yes, Jack.
22. JACK: I've done everything I know.
23. ALICE: It's still awfully chilly in here.
24. JACK: Fuel oil is rationed, you know.
25. ALICE: Yes, but, honey, the furnace worked better last year.
26. JACK: I should have had that man check it over last fall.
27. ALICE: Well, you can't have much done now when it's freezing outside.
28. JACK: Sometimes I think we're trying to heat all outdoors with rationed oil coupons.
29. ALICE: We've had a lot of colds this winter.
30. JACK: I'm a fine husband...practically letting my family freeze.
31. ALICE: Now Jack...you forgot--and I forgot...like a lot of other people, but we don't want to go through another winter like this one.

32. JACK: The fuel situation next winter won't be much better.
33. ALICE: Let's figure it will be worse--and the weather, colder.
34. JACK: That's cheerful. Will we start bonfires in the living room to keep warm?
35. ALICE: We'll do the same things lots of other people have done.
36. JACK: What, for example?
37. ALICE: Well, I've been reading in a magazine (FADE) that there are 7 or 8 things....
38. JOHN: The Bensons must have had quite a time last winter, Mrs. Freyman.
39. FREYMAN: Alice told me she didn't really thaw out until July Fourth, Johnny.
40. JOHN: I guess she's not looking forward to this winter.
41. FREYMAN: It's not bothering her any more.
42. JOHN: No? Did they strike oil in their back yard?
43. FREYMAN: Hardly. But now, well, when I visited them--the first day I was there, I rang the door bell....
44. SOUND: DOOR BELL
45. FREYMAN: (HUMS A LITTLE TUNE, WAITING)
46. SOUND: DOOR BELL AGAIN AND DOOR OPENS.
47. ALICE: Why, Evelyn Freyman! Wherever did you come from? Gee, it's wonderful to see you again.
48. FREYMAN: It's wonderful to see you too, Alice. It's been just years since I saw you last. How's everybody?
49. ALICE: Come in and see for yourself that everybody's fine.
50. SOUND: DOOR CLOSES.
51. ALICE: We're a little torn up around the house--but...well, it's all in a good cause.
52. FREYMAN: You should see my house...waiting for me to houseclean it when I get back home.

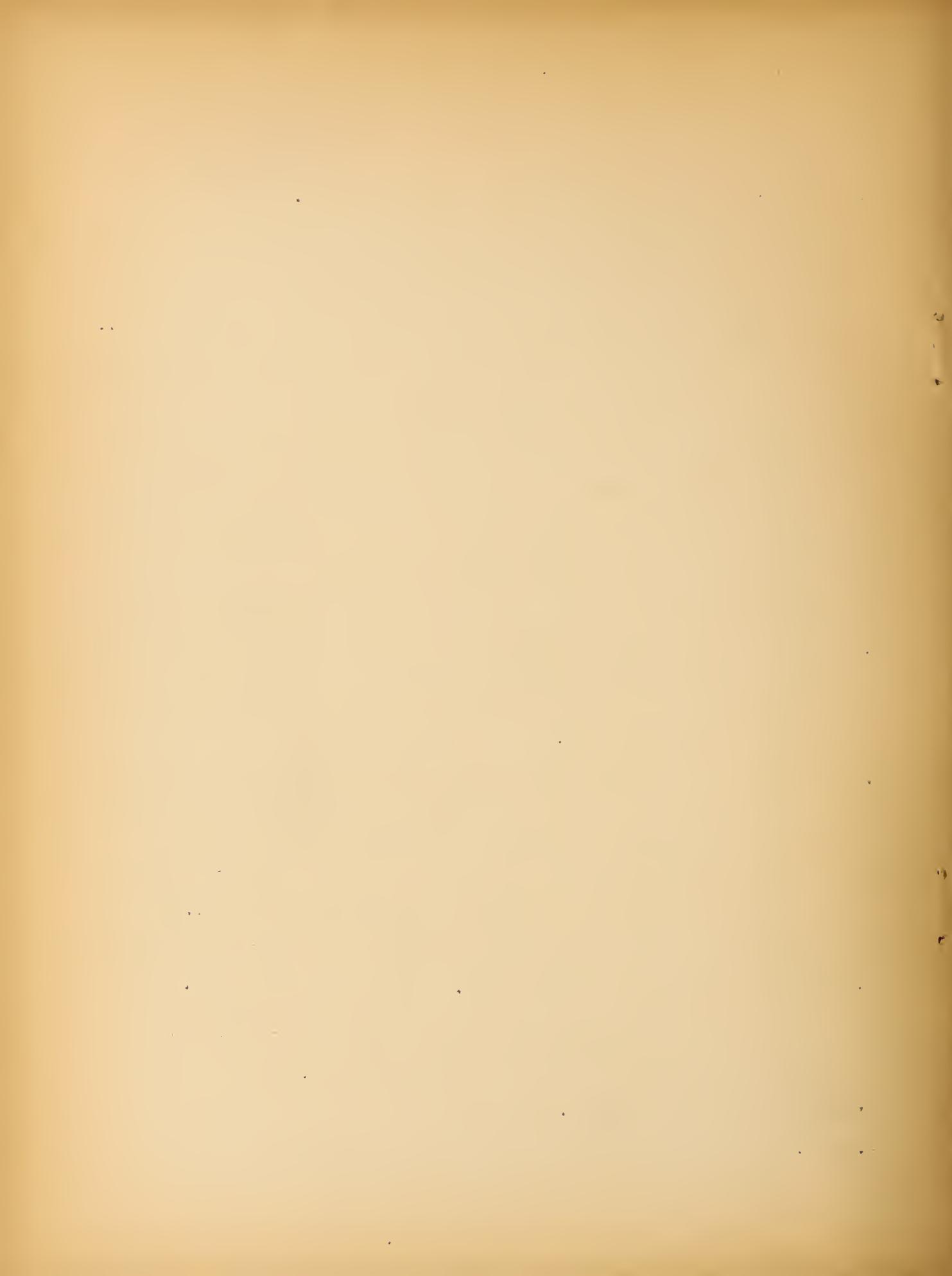


53. SOUND: HAMMER BLOWS AND PLENTY OF THEM...USING TWO HAMMERS.
54. ALICE: The house isn't coming down. That's Jack...and maybe Ted helping him.
55. SOUND: HAMMER BLOWS AGAIN.
56. FREYMAN: Are you...rebuilding?
57. ALICE: In a way, yes...but it's necessary. Just a second, I'll call Jack. He's in the attic.
58. SOUND: HAMMER BLOWS AGAIN:
59. ALICE: Oh Jack---Jack...
60. JACK: (WELL AWAY) Yes, Alice...
61. ALICE: Come on down, dear.
62. JACK: (STILL AWAY) Honey, I'm just fixing the...
63. ALICE: Jack, it's Evelyn Freyman.
64. JACK: (STILL AWAY) That's different. Be right down as soon as this thing gets nailed.
65. SOUND: HAMMER BLOWS
66. SOUND: IRON CLANKING...FURNACE BEING FIXED.
67. ALICE: That's just the cellar--or rather, the furnace.
68. FREYMAN: Activity from attic to cellar. What's going on?
69. ALICE: We're winterproffing, that's all. Jack can tell you more about the technical details.
70. FREYMAN: Winterproffing?
71. ALICE: Yes, we decided we weren't going to freeze this winter no matter what the fuel situation might be and regardless of the weather. Oh, here's Jack...
72. JACK: Hello, Evelyn. It's like old time to have you visiting us.
73. FREYMAN: It's mighty good to be here again Jack. I'm still waiting for you folks to visit me.
74. JACK: With all the things that have to be done, don't know when we'll make it.

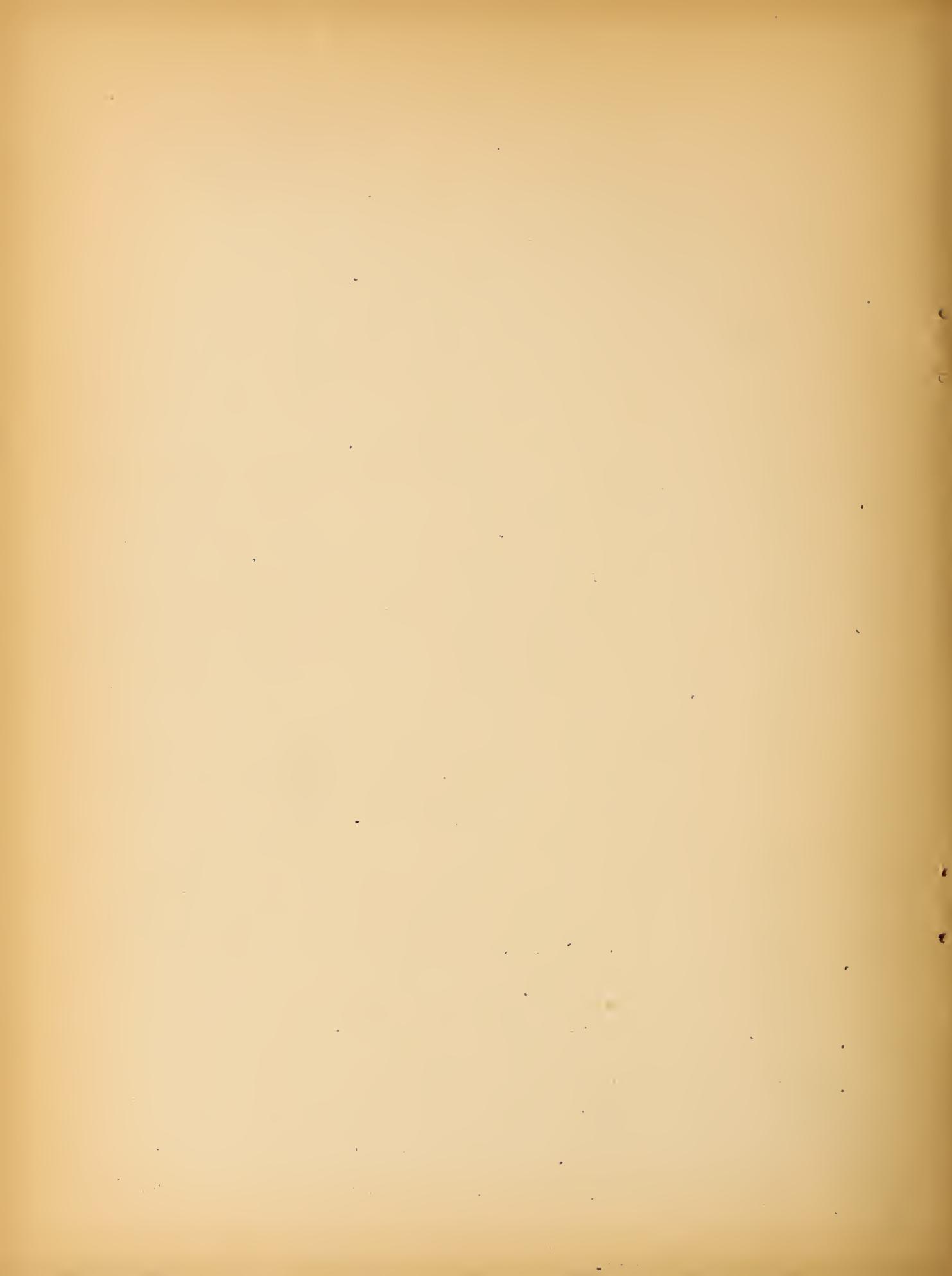
75. FREYMAN: Just what's going on here, Jack? Alice said you were winterproffing..
76. JACK: You bet. That's just what we're doing. This family is going to keep warm this winter--and save a little money doing it.
77. FREYMAN: Sounds like an excellent idea--but how?
78. JACK: Well, you see, Evelyn--most houses--including ours---- were built before people had as much practical information on heating and insulating as is now available.
79. FREYMAN: Yes?
80. JACK: Yes. And as a result, most houses burn a lot more expensive fuel than necessary to keep them comfortably warm in winter. And, incidentally, they're a lot hotter than need be in summer.
81. FREYMAN: So you decided to do something about it.
82. JACK: After being practically frozen into it, last winter, we did.
83. ALICE: We've been planning to winterize our house ever since last spring--and the job will be done in another day or two.
84. FREYMAN: Just how do you go about all this?
85. ALICE: (SPEAKING TOGETHER) Well, you take the furnace...
JACK: (SPEAKING TOGETHER) The insulation is the important....
86. JACK: Well dear, you go ahead...
87. ALICE: I'll still start with the furnace, Evelyn.
88. FREYMAN: What about the furnace?
89. ALICE: We're having it thoroughly cleaned and gone over...flues cleaned, pipes checked and covered, drafts adjusted, burners adjusted...oh everything.
90. FREYMAN: Is it pretty expensive?



91. ALICE: Frankly, no. And we found out that, well, our's needed a going over badly. That's true of many furnaces, they tell me.
92. FREYMAN: I suppose that's a pretty good idea.
93. ALICE: Yes it is--and it saves fuel. The heating man estimated that with our particular furnace, the cleaning and adjusting, would mean a 10-to 15 percent saving in fuel.... for the same amount of heat. Sometimes the savings run up as high as 30 percent.
94. FREYMAN: That's an important dollar saving--and an important fuel saving.
95. JACK: That's not all of it, by any means, Evelyn. After the furnace adjustment comes insulation.
96. FREYMAN: I've seen a lot of ads for home insulation.
97. JACK: So have I--and I did a lot of investigating in the spring. With most houses, it's amazing how much can be saved with insulation.
98. FREYMAN: How do you go about it?
99. JACK: The simplest way would simply be to get a reliable contractor and tell him to go ahead--but naturally, that costs more than if you do a lot of the work yourself.
100. FREYMAN: Is it actually practical to do a lot of the work yourself?
101. JACK: It most certainly is. First there's the matter of weather stripping and with the felt stripping--well, anybody can put it around the windows and doors.
102. FREYMAN: Can you get it now?
103. JACK: You can get the felt and the combination wood and felt weatherstripping most places--but you may have trouble getting metal weatherstripping.



104. FREYMAN: Which is best?
105. JACK: From the long time economy standpoint, metal is probably better--but it can't usually be installed by the average husband--even if he can get it.
106. FREYMAN: How much heat--or fuel is weatherstripping likely to save?
107. JACK: On a more or less average house, the cracks around the windows--which weatherstripping can seal--amounts up to an open space the size of 22 bricks.
108. FREYMAN: If you had a hole as big as 22 bricks in the side of your house, you'd fix it quickly.
109. JACK: Well, that's what weatherstripping does. Then, I've put up storm windows.
110. FREYMAN: How much of a help are they likely to be?
111. JACK: According to some Government figures, the storm windows on this house in this climate are likely to save me about 190 gallons of oil--or if I used coal, almost 2 tons.
112. FREYMAN: How much did the storm windows cost?
113. JACK: The twenty I bought, cost about \$60 total. Then I had to paint them and put them on.
114. SOUND: HAMMER BLOWS.
115. FREYMAN: That hammering isn't on the storm windows, I hope?
116. JACK: No, that's Ted, tacking down another insulation blanket in the attic.
117. FREYMAN: So you're insulating the attic, too?
118. JACK: Yes, we have an unfinished attic--and it's easy to insulate either with loose insulation or "blanket" insulation or batts. It ought to result in quite a saving.
119. ALICE: Jack figures that the attic insulation would mean about 130 gallons of oil saved--or nearly a ton and a half of coal.



120. JACK: Yes, and the cost of the materials was less than \$55.
121. FREYMAN: You really have been doing some insulating.
122. JACK: Well, Monday, the men are coming to blow insulation into the wall spaces. That's another job that needs professional help.
123. ELICE: We're going to have a completely insulated home.
124. JACK: Yes, Evelyn, we're going to be warm this winter--with a minimum amount of fuel. And we're going to draw dividends on this investment in insulation for years to come.
125. FREYMAN: Can you get these materials easily?
126. JACK: In most places, the answer is yes. The Government recognizes that insulation--and that also includes filling cracks--more than justifies the use of the necessary materials because of the fuel saved--and the improvement in general health. (HAMMER BLOWS)...Oh, oh there goes Ted again....
127. SOUND: HAMMER BLOWS....FADE OUT.
128. FREYMAN: So you see Johnny...my friends, the Bensons, are going to stay warm this winter.
129. JOHN: That insulating--and giving the furnace a good going over is a fine idea for any family, Mrs. Freyman. Just how important it is--well, let our special guest for today tell that. CONSUMER TIME takes pleasure in presenting the Under-Secretary of the Interior, Mr. Abe Fortas. We've asked Mr. Fortas to give the Government's picture on why fuel conservation is important...Mr. Fortas.



130. FORTAS:

Thank you, Johnny. The major reason why fuel conservation in homes is important is because we can't fight the war successfully without enormous quantities of fuel. It must come from somewhere--and the savings which must be made in home heating comprises one major source of wartime fuels. Whenever our Armed Forces advance--as is now happening in Italy--additional quantities of all types of fuel must be made available. These military demands will be met from present supplies--which means less fuel here at home--and greater need than ever for conserving it.

The two most important materials we use in home heating are oil and coal.

Simply to produce enough oil is a major problem now --and a critical one. We need vast quantities of petroleum products for our war machine. We are straining to the utmost to do a good production job with petroleum. A former critical point with oil was transportation, though this has eased somewhat. However, we still don't have enough oil to get all the oil products to all the people who want them.

Therefore the perfectly logical policy of meeting most important needs first has been adopted. Armed Forces and war production are first in line. And, fuel oil is rationed in some areas, not only for home heating but also for industrial use.

The limited amount of fuel oil available has been rationed to insure a fair share of what is available to homes--on the basis of individual needs. You help your country and your pocketbook by using as little oil as possible.



130. FORTAS: (continued) Now, about coal. It's position as a scarce material is new. But we're going to have to conserve both hard and soft coal right now. They have the twin, important jobs of operating our war plants and of carrying on essential civilian activities with a reasonable amount of warmth, this winter. It doesn't do much good to reflect that "there's plenty of coal." Certainly there's plenty of coal--underground--where it isn't of any use in heating homes. The difficulty is both in getting it above ground--and getting it to the right place--mining and transportation.

The amounts of coal we have to produce in a year are fantastic in size--about 600 million tons of soft coal and 65 million tons of hard coal. Frankly, our chances of producing all we need--and would like to have--are dim. The coal strikes--although they certainly affected this picture--were much less of a set-back than several other factors. One is manpower.

The coal mining industry has suffered a net loss of about 50,000 men during the war. They produced a lot of coal. In general, women cannot take their place. But that's just one obstacle to the tremendous production we want. Another is that from 1940 to 1943, the average age of soft coal miners increased between 6 and 7 years.

Coal mining is a tough job. A six to seven year increase in the average age means a lot of older men--who simply can't mine as much coal as they could when they were younger.



130. FORTAS: (continued) As for the increased war demand, well--in just three fields of war activity--steel making--creating electricity --and railroading, we simply must have 28 million more tons of soft coal this year than we used last year. Plenty of that must come from home heating conservation.

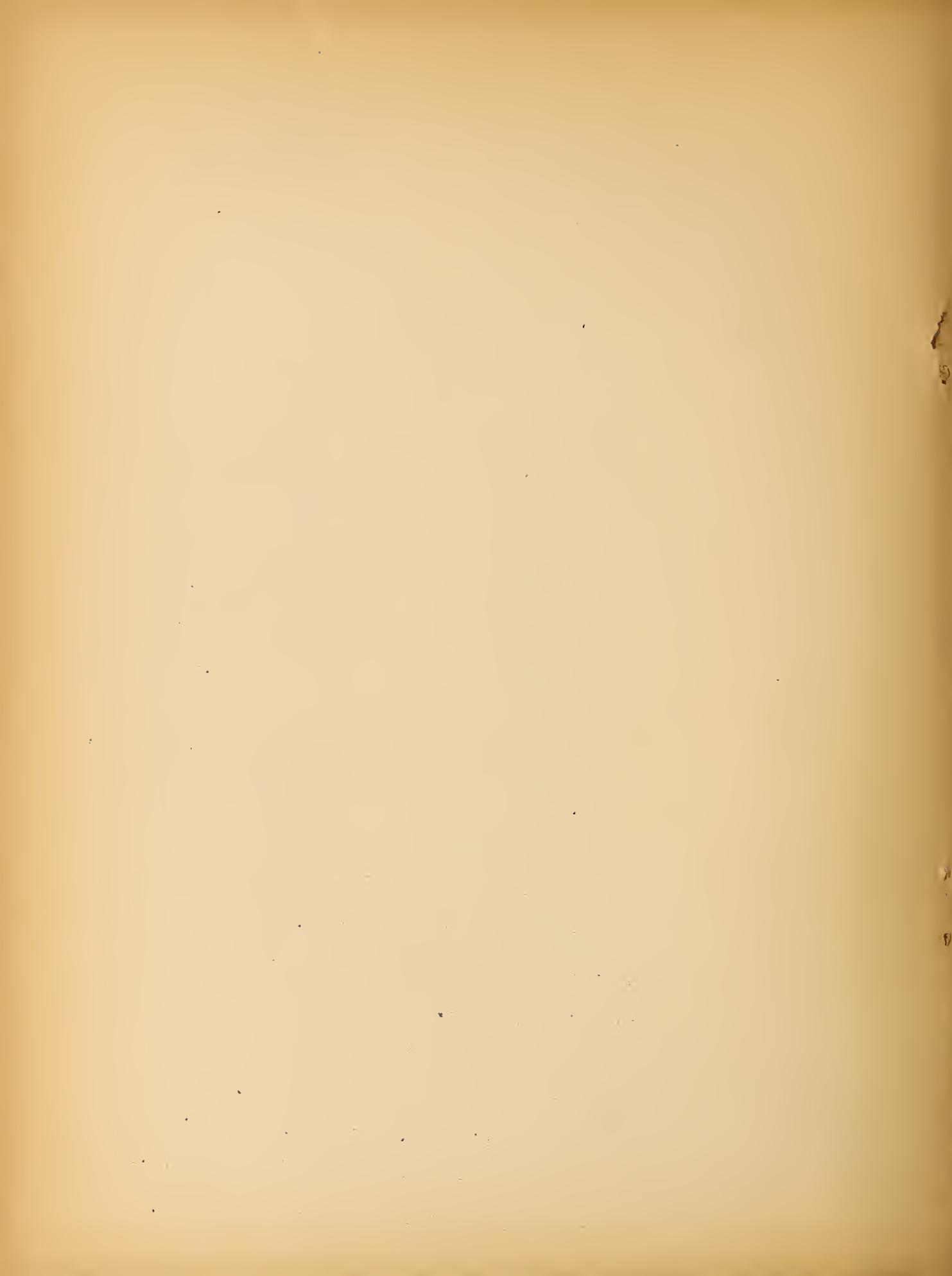
Yes, coal must be conserved in homes and it can be conserved. The railroads and the power companies have both proved this. Why, today, the railroads are using 35 percent less coal to haul a ton of freight than they used to. Power companies require only half as much coal today as they did a few years back to produce a kilowatt hour of electricity.

Now, conserving doesn't mean freezing--and it doesn't mean living in cold houses that invite illness. We want to avoid homes that are too cold--through conservation. We want to make the best use of what we have.

Although oil is rationed--American ingenuity and American willingness to cooperate in a great cause aren't rationed.

Tremendous amounts of fuel can be conserved even with very quick work with improvised insulating methods and by checking up on that furnace. If you can obtain expert service for insulating and for furnace overhaul --so much the better.

That goes for the wood heated home, just as much as it does for the oil or coal heated home, because the fuel wood picture isn't rosy. With wood, too, it's a question of manpower, transportation and the fact that we're using a record amount of timber for many war purposes.



130. FORT/S: (continued) Approximately the same conditions of limited supply also hold true where lignite or coke or other less common fuels are used to heat homes. We've got to make the fullest, most effective use of somewhat limited supplies. There's enough fuel to do the job of keeping us healthy, comfortable and producing war materials as long as we're smart enough to conserve what's available and use it to the best advantage. The other alternative is to go cold or slow down war production--or both.

Each individual must help in the fuel conservation job to make it work. It's got to be a personal matter, in your home. You can't "let George do it." Yes, saving fuel, now, is a matter of patriotic duty and enlightened self-interest. Won't you do your part--and a little more--in this vital war effort?

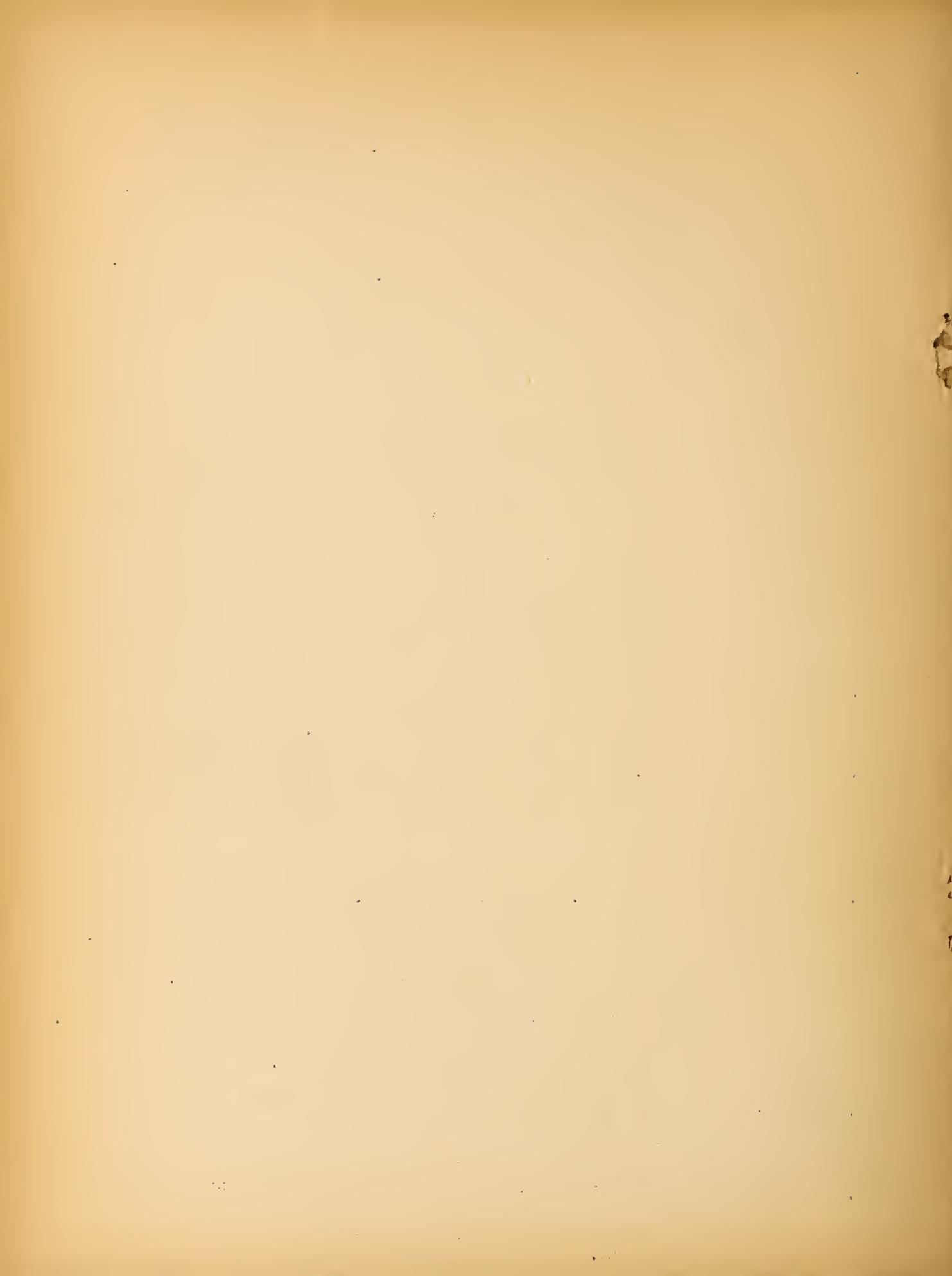
131. JOHN: Thank you, Mr. Abe Fortas, Under-Secretary of the Interior for being with us on CONSUMER TIME.

132. FREYMAN: Mr. Fortas' mention of oil rationing also reminds me of food rationing, Johnny. Do you have the ration stamp news?

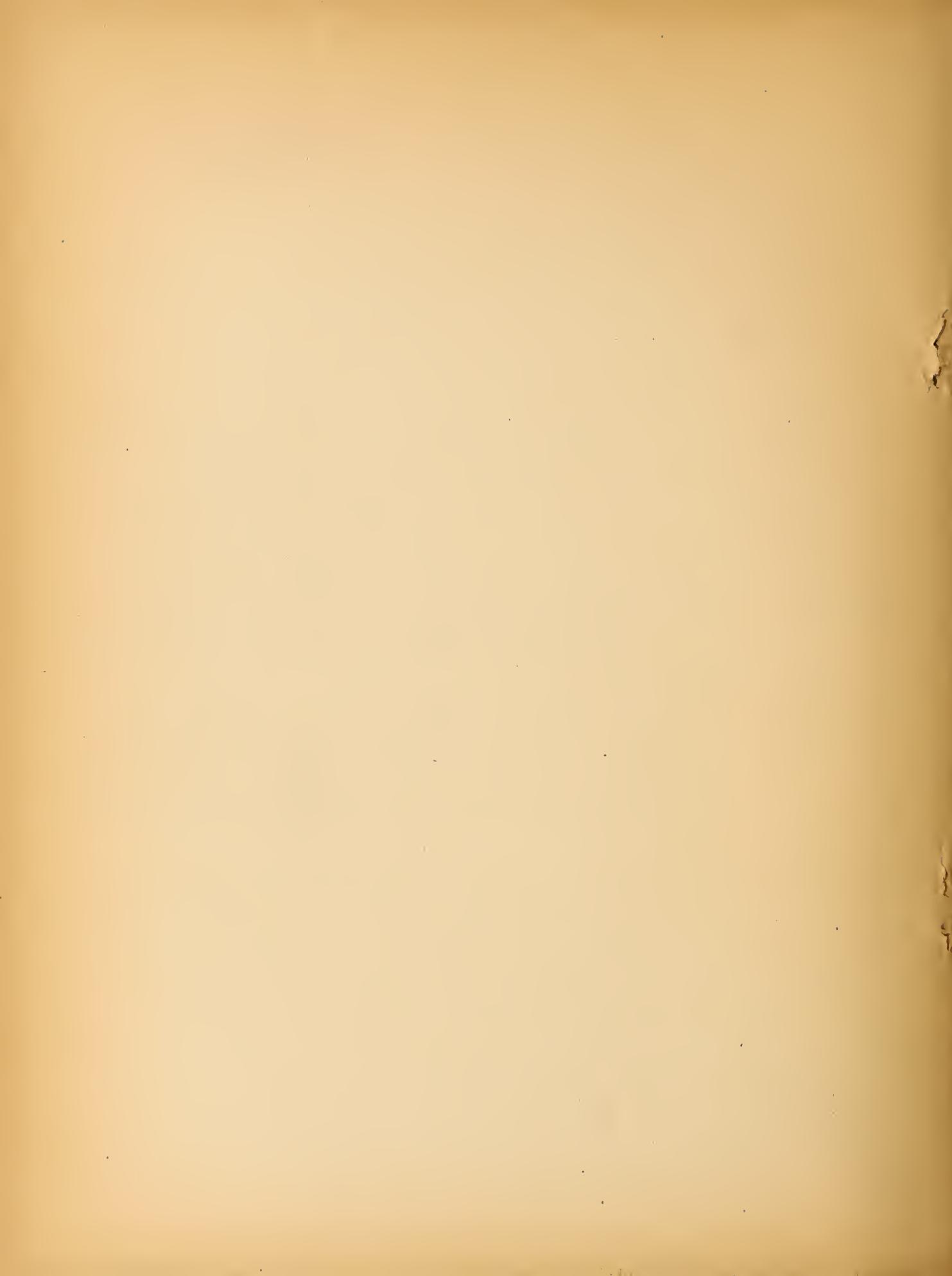
133. JOHN: Yes, Mrs. Freyman. For shoes, Coupon 18 in Book One is good for a pair of shoes through October 31. For sugar, use Coupon 14 in Book One--good for five pounds. You may use Coupons 15 and 16--each good for canning purposes only. These sugar coupons expire October 31.

134. FREYMAN: And those blue stamps for canned or frozen fruits and vegetables?

135. JOHN: Blue Stamps R, S and T are good through September 20, while Blue Stamps U, V and W remain good through October 20.



136. FREYMAN: How about the stamps for meats, fats, oils and condensed milk?
137. JOHN: Red Stamps X, Y, and Z are good through October 2 and so is Brown Stamp A in Ration Book No. 3. Brown Stamp B becomes good tomorrow and stays that way through October 2.
138. FREYMAN: Thank you Johnny--and now I want to congratulate Bridgeport, Connecticut on its start in the home front pledge campaign.
139. JOHN: What did they do?
140. FREYMAN: They started off with a mass meeting of 3000 people, under the leadership of Mayor Joseph McLevy--and broadcast to six New England States. Bridgeport aims to be the New England leader in the home front pledge campaign.
141. JOHN: That's splendid. You know, Mrs. Freyman, we covered a lot of ground today on insulating, furnace repairing and fuel conservation.
142. FREYMAN: Well, Johnny, as a summary, we've fixed up a handy Consumer Tips card called HOW TO MAKE YOUR HOME WINTERPROOF. It lists 11 practical ways to save fuel and it's free on request.
143. JOHN: Address your request to CONSUMER TIME, War Food Administration, Washington (25) D. C. Be sure to include your name, address and station call letters when you write.
144. FREYMAN: What are you cooking up for next week, Johnny?
145. JOHN: Cooking up is right, Mrs. Freyman. The program will deal with Food Group Five--meats, eggs, poultry, fish, dried beans, nuts and peas--Group Five of the Basic Seven. You'll particularly want to meet Dr. Walter Wilkins, who's going to be with us.
146. FREYMAN: I'll be seeing you, on CONSUMER TIME.



147. ANNOUNCER: For practical help in keeping your home warmer this winter --with less fuel--send today for the free Consumer Tips Card called HOW TO MAKE YOUR HOUSE WEATHERPROOF. It tells you what to do--almost at a glance--no long articles--just short facts. It tells what you can do by yourself and when you need professional assistance. Eleven big home heating points are covered. For the free Consumer Tips card on Winterproofing--just write to CONSUMER TIME, War Food Administration, Washington (25) D. C. Don't forget to include your name, address and station call letters.

Heard on today's program were...

and Mr. Abe Fortas, Under-Secretary of the Interior.

Script by Granville Dickey

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